

RAY PRESENTS



THE March of Stars — and this time they're heading for Canada. So hitch your stamps to a Star and help Win the War.

Through the co-operation of Mr. Robert Vogel, Acting Chairman for Mr. Louis B. Mayer of the Hollywood Committee on the "Win the War" Campaign of the Canadian Motion Picture Industry, the big free

theatre night will have personal appearances of stars to augment the programs.

Toronto is to have Vivien Leigh and Laurence Olivier for personal appearances. Ned Sparks will be another Ontario visitor who is going to fly to Toronto if he can get through with his present picture assignment. On Sunday, July 14th, Jack Arthur will present a broadcast in connection with the "Win the War" Campaign and Laurence Olivier will arrive in Toronto in time to broadcast.

Maureen O'Sullivan will make personal appearances at the theatres in Ottawa. Sir Cedric Hardwicke will appear in theatres at Montreal. At Vancouver, Anna Neagle will make personal appearances, while in Winnipeg, Ronald Colman will be the guest star. If Charles Laughton and C. Aubrey Smith complete their current pictures, they, too, will come to Canada.

THE selection of stars for personal appearances at theatres may be by ballot, since it is the desire that the stars who are coming to Canada for our "Win the War" Campaign shall not be scheduled to appear at selected houses, but that the theatres which win the stars by ballot shall have the distinction of the personal appearance of the respective stars.

The National Committee of the "Win the War" Campaign is arranging in co-operation with the various committees, that personal appearances of the stars shall take place at theatres where the greatest sale of stamps and certificates shall result.

It is the aggregate amount of sales which will be important; for these will be credited to the entire Canadian Motion Picture Industry. Naturally, each theatre is desirous of securing the greatest amount of the sale of stamps and bonds.

IT would be a good idea for all the Independent theatres throughout the Dominion to take advantage of the personal contacts which they have in their communities to help augment their sales, so that the Independent theatres can secure results which count; and which will reveal their theatres are a very important factor in making a successful Dominion-wide Service Campaign.

We are, also, in receipt of a valuable collection of trinkets worn by famous stars in pictures, and which Mr. Robert Vogel collected from Hollywood studios for the "Win the War" Campaign.

The trinket idea originated with a group of theatres in the Northern section of Toronto. It is the intention to auction these trinkets and articles of clothing, adding the sum secured to the "Win the War" Campaign.

REPORTS from exhibitors across the Dominion indicate a sell-out for the Free Show. Additional sales of War Savings Stamps and certificates, are being made through the purchase of blocks of seats by various firms which secure the bonds, and the tickets for soldiers, sailors, airmen, etc.

Some exhibitors have been selling screen advertising,

the payment for same through the purchase of War Savings Stamps and certificates.

Changes in plans in respect to program advertising has developed. At first it was decided that there should be no advertising of the show to be presented, but when a few exhibitors, evidently enthused by the fact that they had secured the personal appearance of distinguished artists on their respective programs, began to advertise the artists to the public, other exhibitors followed suit.

Following some protests by exhibitors, on this form of advance publicity, the National Committee decided to permit exhibitors to advertise the attractions for the Free Show.

The program arrangement is that the current picture for Monday shall be shown; that is if the exhibitors feel so disposed. There will be no charge by distributors for the picture exhibited on Monday, the reduction will be pro rata on a week's run, or three days' showing.

Percentage pictures will have no box-office, so this takes care of such bookings. In the event that the exhibitor prefers a new show, the show will be furnished free, but the exhibitor will be charged for the Monday showing of his current attraction.

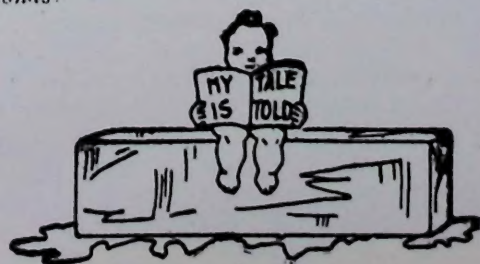
It was decided that the playing of the current show lessened confusion, expenses of shipment, and provided exhibitors with a better opportunity of securing more recent releases.

NO exchange will have a sufficient number of prints to supply all the exhibitors with new shows; and even were such prints available, the showing of old pictures in theatres where they have already been shown, would likely be resented by a public which is already being paid to co-operate on this "Win the War" Campaign.

In the final analysis, it is the Canadian Motion Picture Industry which is making the big gift of all of its theatre seats across the Dominion of Canada, and all of the sales and driving force of Showmanship for close to a month of free service.

The patrons get a big show absolutely free; for the stamps and certificates purchased are good investments. In other words, we, the Motion Picture Industry of Canada, with the co-operation of the American producer-distributors, are giving the Canadian Government millions of dollars worth of excellent salesmanship publicity, millions of dollars worth of "Win the War" propaganda, and last but not least, when the final count of our War Savings Stamps Campaign sales has been computed, the figures on future sales which we started, will mount into millions!

Every stamp we sell represents a potential certificate or bondholder. We started the public off with the purchase of a minimum of two War Savings Stamps. Our Government will observe how these stamps purchased through the "Win the War" Campaign sponsored by Canadian Picture Pioneers, grow into certificates and bonds!



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VASSIS, EMPIRE THEATRE DONATES FUNDS I.O.D.E.

Saint John, N.B. — M. A. Vassis, Empire Theatre, gave the entire proceeds of last Thursday afternoon and evening shows at the Empire Theatre of which he is manager, and even allowed tickets to be purchased that day which might be used on other occasions, with all the proceeds going to the I.O.D.E. Fund. This was a most generous and patriotic act on the part of Mr. Vassis and one for which all I.O.D.E. members were sincerely grateful. The features shown were "Having A Wonderful Time" and "The Saint In New York". A very substantial sum was realized.

PURCHASE HOLLAND THEATRE

Bradford, Ont.—The Holland Theatre has been purchased by Mr. Wilson Hobberlin of Toronto, from its former owner, Mr. Farr of Aurora. A member of the Hobberlin family engaged in the tailoring and clothing business in Toronto, Wilson Hobberlin, who has had considerable experience in the advertising and publicity field, will manage the house, with Mr. James Smith, present manager, continuing as projectionist.

ROY TASH IN TORONTO

Toronto, Ont. — Roy Tash, veteran Associated Screen Newsreel cameraman has transferred his headquarters to Toronto where he will be attached to the Toronto staff of the company.

THREE ENLISTMENTS FROM GRAND NATIONAL OFFICE

Toronto, Ont. — The staff of Grand National Films has had three of its men join up with the Canadian forces — Gordon Elliot, who is with regular forces, Mr. Roy Lerner, who joined the Navy, and Mr. Irving Cohn, a member of the Irish Regiment.

EFFECTS EARLY SHOWS

Regina, Sask. — Advent of summer weather has brought on softball games. Games, held nearly every night of the week, attract throngs at 10 cents each and have a drastic effect on early evening theatre business.

Theatre Operation News

Runs "Revival Week" During Calgary Stampede

The past season's pictures were shown at the Isis during "Revival Week", while the Calgary stampede was on. Programs, mostly double features, changed daily and included "Bachelor Mother" and the Texans", "Confessions of a Nazi Spy" and "Sing You Sinners", "Gunga Din" and "Ebb Tide", "Union Pacific", "Love Affair" and Spawn of the North", "Heart of the North" and "Jungle Love".

"Cavalcade" Matinees

Daily matinee performances were presented at the Grand Theatre during the engagement of "Cavalcade" recently. On ordinary attraction the Grand Theatre presents only two matinees weekly, Wednesday and Saturday, but the management decided on the change in order to accommodate the crowds.

Elephant Street Ballyhoo

Ivan Ackerey, manager of the Orpheum Theatre, Vancouver, arranged a tie-up whereby the Polack Brothers' Circus, donated the use of their elephant, "Mona", as a street ballyhoo stunt for the sale of War Savings Stamps. Photograph of the proceedings appeared in the Vancouver Sun — with a pretty girl balanced on "Mona" in front of the Orpheum, and attractive girls on hand to sell the stamps.

DOMINION-WIDE "WIN THE WAR" COMMITTEES

SAINT JOHN — Chairman, Walter Golding, Capitol; Vice-Chairman, Gerald Hoyt, Pres., Maritime Film Board of Trade; Secretary, Alice Fairweather, Film Board of Trade; J. Gilmore Armstrong, F. G. Spencer Co., Treasurer. Publicity Committee: R. G. March, 20th Century-Fox; Mitchell Franklin, Franklin-Herschorn Theatres; Gordon Spencer, M. S. Bernstein, Bernstein and Leiberman Theatres. Consulting members include: F. G. Spencer, A. E. Smith, F. W. Winter, W. W. O. Fenety, L. Sprague, L. Plottel, C. Chaplin, Lew MacKenzie, and P. J. Hogan.

SASKATCHEWAN — Chairman, Larry Graburn, Capitol, Regina; Co-Chairman, H. A. Bercovich, Rex, Regina. Committees: W. P. Mahon, Orpheum, Prince Albert; E. P. Fields, Capitol, Moose Jaw; F. Miley, Daylight, Saskatoon; R. C. Sutherland, Hi-Art, Weyburn; H. S. Humphrey, Windsor, Grenfell.

Home Front Celebration Swells Swift Current B.O.

Eagle and Lyric Theatres played to capacity business on Dominion Day when 25,000 people were in town for the Home Front celebration. The Eagle closed at midnight and the Lyric was forced to remain open longer.

Safety Patrol Parade

To the tune of peppy music, 200 uniformed safety patrol boys paraded through downtown Calgary recently to the Palace Theatre where they were treated to a show by R. G. Smith. The boys were photographed at the theatre by members of the Motion Picture Club and Isis Theatre officials.

I.O.D.E. Sunday Show

The entire proceeds from a Sunday evening show in the Nova Theatre, North Vancouver, were given to the Capt. Lawrence Oates Chapter of the I.O.D.E. to buy a bomber plane. Tickets for the show were purchased in advance, with the film starting at 9 o'clock. The entire staff donated its services free.

Broadcast News Every Night at Palace, Regina

Tie-up between the Grand Theatre and radio station CRJM has the radio station's nightly 10 o'clock news broadcast carried through the Grand's sound system. Maps of Europe are shown on the screen to help the audience follow the latest developments.

HALIFAX — Chairman, A. J. Mason, Capitol, Springhill, N.S.; R. J. Macadam, Casino Theatre, Halifax; Vice-Chairman, W. H. Cuzner, Sidney Mines, N.S.; Sec'y-Treas., R. S. Roddick, Capitol.

MONTREAL — George Ganetakos, United Amusements Ltd., Monkland Ave.; Arthur Hirsch, 301 Dominion Square Bldg.; B. Salamis, Laval Theatre; Tommy Trow, Imperial Theatre, Three Rivers.

MANITOBA — Chairman, E. A. Zorn, F.P., Winnipeg; Co-Chairman, Joseph Pearson, President, Manitoba M.P. Exhibitors, 226 Curry Bldg., Winnipeg. Committees: Jake Miles, Western Theatres, Winnipeg; H. Woolf, RKO; Don Guald, F.P.; Frank Vaughan, Empire-Universal; Henry Morton, Morton Theatres Ltd., Winnipeg.

RKO Radio's "My Favorite Wife" In Second Big Week, Uptown, Toronto

"MY FAVORITE WIFE"*(Continued from page 6)*

Nick and Bianca, and leaves Nick and Ellen free to take up where they left off. Ellen, however, now that it's all perfectly legal, is not so ready to give in, but in a side-splitting finale, the lights are finally turned out on what looks like a very sleepless night.

Cary Grant and Irene Dunne work exceedingly well in dual harness, although in this case Grant has much more to do than his co-star. Gail Patrick as Bianca, the "kissless" bride, is exceedingly good, and much more convincing than in "The Doctor takes A Wife". Some of the lines will bring the house down. Randolph Scott completes the quartet as Irene Dunne's companion during the seven-year stretch. He is properly athletic, displaying a physique Tarzan would be proud of. Of the others, Granville Bates as the judge contributes the most noteworthy support, being the hilarious creator of many chuckles. Donald MacBride also is in for a number of hearty snickers as the hotel clerk at Yosemite, while Scotty Beckett and Mary Lou Harrington as Nick and Ellen's children, Ann Shoemaker as Nick's mother, and Hugh O'Connell and Pedro de Cordoba in minor roles, all lend able assistance to the stars.

Garson Kanin's direction is along the lines he followed with "Bachelor Mother", only a little more so, while Leo McCarey's production end of things has wound up just about 100%.

For really first class adult entertainment, this picture can't be beat.

Running time—90 minutes.

"BEAST" 16 MM. FILM

Regina, Sask. — Exclusive rights for 16 mm distribution of "Hitler, Beast of Berlin" in Canada have been obtained by General Films, Regina. Rex Theatre here is slated to show 35 mm version soon.

MILITARY SEES "FREEDOM"

Calgary, Alta. — During its show at the Capitol Theatre here, "For Freedom" was attended by men from the RCNVR, the Calgary Sea Cadets and members of the Canadian Corps Association.

DANSON IN SAINT JOHN

Saint John, N.B. — Colin Danson of Sussex, N.B., who was in Saint John arranging for pictures for his new theatre at Richibucto, the Kent, has returned to Sussex, N.B. H. Arseneau will manage the Richibucto Theatre.

SPARLING IN MONTREAL

Montreal, Que. — Gordon Sparling, production supervisor of Associated Screen Pictures, has returned temporarily to Montreal, after an extended trip through the west.

"SANDY IS A LADY"

UNIVERSAL

This is a swell little lightweight comedy, centering around the activities of Baby Sandy, the most adorable youngster in movies to-day. Film will go best as a second feature in the neighborhood houses catering to family trade.

Surrounding the stars are such reliable comedians as Eugene Pallate, Mischa Auer, Billy Gilbert, Edgar Kennedy and Fritz Field. Add to these tried-and-true laughgetters, Butch and Buddy, the two rascals of "The Under Pup", and you can imagine the fun in store.

Story is a lightweight affair, on which have been hung many old-time gags and situations, always good for a laugh in the past, and still the recipient of hearty guffaws. Interest, of course, centers around Sandy, as she wanders through the downtown section of a modern metropolis, tying up traffic, and winding up on the girders of a multi-story office building in the course of construction, while her would-be rescuers almost pass out with fright, despite the presence of firemen with a safety net awaiting below.

Baby Sandy is probably at her cutest right now, at the age of two, learning to talk, and toddling along at a fast clip. She has a personality all her own, and it would not surprise me if she continued her screen career long past her infancy.

"Sandy Is A Lady" was directed by Charles Lamont, from an original story by Charles Grayson.

Running time—62 minutes.

MAHON LEAVES ROXY

Ken Mahon, formerly a projectionist with the Capitol Theatre here, and later manager of the Roxy Theatre, Yorkton, joined the R.C.A.F.

ADDRESSES MOVIE CLUB

Calgary, Alta. — Glen Peacock, Isis Theatre manager, took time out recently to address the Calgary Amateur Motion Picture Club.

AIDS AMBULANCE FUND

Calgary, Alta. — More than \$35 was raised towards the ambulance fund of the Danish-Canadian society through the showing of a film, "The King Commands" at the Plaza Theatre.

MILITARY PREVIEW

Larry M. Graburn, new manager of the Capitol Theatre, garnered some advance press space on "For Freedom" when he staged a preview for members of the navy and military on his first night in Regina.

THEATRE REOPENED

Hartney, Man. — The Hartney Theatre here has reopened, after undergoing a remodelling job.

WINNIPEG COMMITTEE WANTS SATURDAY MATINEE CONTROL

Winnipeg, Man. — Definite steps to secure legislation compelling neighborhood motion picture theatres to show pictures suitable for children at Saturday matinees were decided upon by the moving picture committee of Winnipeg, recently, at a luncheon meeting in Grace church. The meeting, attended by representatives of 20 organizations, and with Rev. W. E. Donnelly in the chair, unanimously passed a resolution that steps be taken to secure the necessary legislation to control Saturday afternoon programmes.

As a means of building up public support for legislation, a petition is now in circulation in Winnipeg distributed through the churches, the women's institutes and the school board.

Many calls are made upon the better moving picture members, it was reported, for advice on what pictures are suitable for children's parties and also for good adult entertainment.

Representatives attending the meetings were from various churches and schools, the school board, the I.O.D.E., the Canadian club, the Local Council of Women, the juvenile court, Parent Education Association, home and school clubs, the Boy's hostel, Boy Scouts, the religious education council, the youth council, the Children's home, St. John's college, Quota club and from private schools.

BUY ANTHEM TRAILERS

Montreal, Que. — One noticeable repercussion of the increasing war activity is the increased demand for National Anthem trailers. Associated Screen News reports that theatre managers are renewing their patriotic trailers and in many cases, running them two or three times during the programme.

PHOMIN AT ROXY

Watrous, Sask. — Frank Phomin, Winnipeg, has taken over managership of the Roxy Theatre here for Jack Zaitzow. He has had six and one half years experience in theatre business with Mr. Zaitzow.

GUEST PREVIEW

Edmonton, Alta. — A group of citizens, including officers of the Edmonton garrison, were guests of Walter Wilson of the Capitol, at a preview of "For Freedom".

"SO FAR PREPARED"

New York, N.Y. — "There are ten million theatre seats in the United States of America — that far we are prepared for war." Thus read the caption under a photograph showing children sleeping in the theatres of England, which was published in the Motion Picture Herald.

RENOVATE GRANADA

St. Catharines, Ont. — Plans for extensive interior and front exterior alterations are planned for the Granada Theatre this summer. The remodelling program will cost about \$20,000. New seats, carpets and ventilating system will be installed.

CLOCK TIE-UP

Weyburn, Sask. — R. C. Sutherland's Hi-Art Theatre here has added a fine new electric clock near the stage, courtesy of R. J. Armit, Weyburn jeweller.

RENOVATE LYRIC

Hamilton, Ont. — Extensive renovation plans are being prepared by Kaplan and Sprachman, architects, for the Lyric Theatre, Mary Street here.

ATKINSON JOINS R.C.A.F.

Montreal, Que. — Joe Atkinson, whose art work has illustrated countless Associated Screen News pictures, has obtained leave of absence from the company for the duration and will devote his talents to the R.C.A.F.

NEW GRAND ASSESSMENT

Calgary, Alta. — The Alberta Assessment Commission, in a recent ruling, has ordered that the Grand Theatre is entitled to be placed on the assessment roll of the city of Calgary. Previously the theatre property was assessed as part of the Lougheed building, and, under the agreement for sale of the theatre, the theatre purchaser was to pay one-third of the total taxes levied against the property.

National Theatres, Ltd., as purchasers of the theatre, carried the case to the assessment commission on appeal from a decision of the board of revision of the city of Calgary.

NEON SIGN FOR SALE

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16 feet long by 6½ feet wide.
Write giving offer.

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of your
THEATRE
depends upon
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consult

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TORONTO MONTREAL

HOLLYWOOD ENLISTMENT

Edmonton, Alta. — A feature story with cut in the Edmonton Journal dealt with Sergt. Robert Day, an orderly sergeant in Edmonton who has been business manager of the Community Theatre in Santa Barbara, an actor on Hollywood Playhouse over NBC, a professional stage actor in California, and script coach for John Barrymore. Canadian-born, Day returned to Canada to enlist last September.

FAMILY ADDITION

Regina, Sask. — Recent addition to the Bahrynowski family is a daughter, Malvina Carolyn, eight pounds, 9½ ounces. Father Bahrynowski is manager of the Met Theatre.

NEW AIR-CONDITIONING

Toronto, Ont. — Among the theatres which have recently installed air-conditioning systems are the following: Palace, Guelph; Palace, Windsor; Belsize, Toronto; New Seneca, Niagara Falls; Royal, Hamilton; New York, Hamilton; Gregory, Oakville; New Theatre, Fort Erie; Centre, St. Catharines; Crown Theatre, Toronto.

FILM GIRLS DONATION

Saint John, N.B. — The sum of twenty-five dollars was given by the Film Girls Patriotic Club at a recent meeting, to be sent to the Dominion Government for use in the defence of the Empire. This Society, which represents a number of members of the staffs of the Film Exchanges, raised this money by a lottery and by personal contributions.

Trans-Canada Showings**TORONTO****AVENUE**

"Nell Gwyn" (United Artists), with Anna Neagle and Sir Cedric Hardwicke.

IMPERIAL

"Torrid Zone" (Warner Bros.), with James Cagney, Ann Sheridan and Pat O'Brien, also "Star Dust" (20th Century-Fox), with Linda Darnell.

SHEA'S

"The Man Who Talked Too Much" (Warner Bros. F. N.), with George Brent, Virginia Bruce and Brenda Marshall.

UPTOWN

2nd week. "My Favorite Wife" (RKO Radio), with Irene Dunne and Cary Grant.

ST. JOHN**CAPITOL**

"Hell Below" (Metro-Goldwyn-Mayer), with Robert Montgomery, Walter Huston and Madge Evans.

MAYFAIR

"My Little Chickadee" (Paramount), with Mae West and W. C. Fields.

STRAND

"The Fighting 69th" (Warner Bros.), with James Cagney, Pat O'Brien and George Brent.

MONTREAL**CAPITOL**

"An Englishman's Home" (Columbia), with Edmund Gwenn, Mary Maguire and Geoffrey Toone, also "Second Honeymoon" (20th Century-Fox), with Tyrone Power and Loretta Young.

LOEW'S

"The Mortal Storm" (Metro-Goldwyn-Mayer), with Margaret Sullivan, James Stewart, Robert Young and Frank Morgan.

ORPHEUM

3rd week. "One Million B. C." (United Artists), with Victor Mature, Carole Landis and Lon Chaney, Jr., also "Saps at Sea" (United Artists), with Stan Laurel and Oliver Hardy.

PALACE

"The Ghost Breakers" (Paramount), with Bob Hope and Paulette Goddard.

PRINCESS

"Dr. Kildare's Strange Case" (Metro-Goldwyn-Mayer), with Lew Ayres, Lionel Barrymore and Laraine Day, also "Phantom Raiders" (Metro-Goldwyn-Mayer), with Walter Pidgeon and Florence Rice.

WINNIPEG**CAPITOL**

"Susan and God" (Metro-Goldwyn-Mayer), with Joan Crawford and Fredric March.

GAIETY

"Rebecca" (United Artists), with Laurence Olivier and Joan Fontaine.

GARRICK

2nd week. "Turnabout" (United Artists), with Adolphe Menjou, Carol Landis and John Hubbard.

METROPOLITAN

"The Ghost Breakers" (Paramount), with Bob Hope and Paulette Goddard.

CALGARY**CAPITOL**

"Irene" (RKO Radio), with Anna Neagle and Ray Milland.

PALACE

"20 Mule Team" (Metro-Goldwyn-Mayer), with Wallace Beery, Leo Carillo and Marjorie Rambeau.

STRAND

"Pinnochio" (Walt Disney-RKO Radio).

VANCOUVER**CAPITOL**

"Edison the Man" (Metro-Goldwyn-Mayer), with Spencer Tracy, Rita Johnson and Lynne Overman.

DOMINION

"If I Had My Way" (Universal), with Bing Crosby and Gloria Jean, also "Slightly Honorable" (United Artists), with Pat O'Brien, Edward Arnold and Ruth Terry.

ORPHEUM

"The Ghost Breakers" (Paramount), with Bob Hope and Paulette Goddard, and "Those Were the Days" (Paramount), with Henry Aldrich, Bonita Granville and William Holden.

STRAND

"Vigil in the Night" (RKO Radio), with Carole Lombard, Brian Aherne and Anne Shirley, also "A Fugitive from Justice" (Warner Bros. F. N.), with Roger Pryor.